

SYLLABI
For
Value Added Course
Certificate Course in Digital Marketing

Offered by
Department of Management Sciences
Bachelors of Business Administration
(Session: 2019-20)



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE "A" INSTITUTE

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GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Certificate Course in Digital Marketing Module Examination

Course Code: BBA- 407

L-2, T-0 Credits 2

Objectives: The course seeks to discover the knowledge of different techniques of promotion on online platforms.

Learning Outcomes:

- Understand the fundamental concepts of digital marketing and its tools
- Understand Internet marketing communication techniques
- Evaluate traffic, cost and leads by using Google analytics
- Learn to become a digital marketing freelancer and how to get jobs in the field of digital Marketing

Course Contents:

Unit I **(7 Hours)**

Introduction to digital marketing, concept and role of digital marketing, internet marketing communication techniques, Google my business, different techniques of promotion on online platforms, digital vs real marketing, digital marketing channels, principle of digital marketing, internet versus traditional marketing communication, internet microenvironment, use of business to consumer and business to business internet marketing, internet marketing strategy.

Unit II **(7 Hours)**

Search Engine Optimization, on-page and off-page seo, keywords and SEO content, SEO & business objectives, Writing SEO content, content writing, different forms of content writing skills, online buyer behavior and models, 7 Ps of online marketing mix, managing online customer experience: planning website design, understanding site user requirement, site design and structure, developing and testing content, types of publications, Facebook ads, creating Facebook ads, ads visibility.

Unit III **(7 Hours)**

Ads marketing, traditional marketing mix, digital strategies and tactics, Google analytics, traffic, cost and leads by using Google analytics, introduction to CRM, CRM platforms, CRM models, CRM strategy, Google adwords accounts, business opportunities and Instagram options, optimization of Instagram profiles, Business tools on LinkedIn, creating campaigns on LinkedIn, creating business accounts on Youtube, Youtube advertising and analytics.

Unit IV **(9 Hours)**

Blog/videos, blogs and video creation, website building and marketing, importance of conversion and working with digital relationship marketing, freelancing/job, Integrating Instagram with website and other social networks, keeping up with posts, e-mail marketing, e-marketing plan, e-mail marketing campaign analysis, keeping up with conversions, digital marketing budgeting: resource planning, cost estimating, cost budgeting, cost control, campaign management, tracking SMM performance, introduction to web analytics, Key metrics and tools, legal and ethical issues in digital marketing, digital marketing companies, mobile marketing.

Note: Latest Provisions to be taught.

Suggested Readings (All latest editions to be referred):

- Chaffey, D, Ellis-Chadwick and Mayer, R. (2019). Internet Marketing: Strategy, Implementation and Practice, Third Edition. Pearson Education.
- Strauss, Judy and Frost, Raymond. (2018). E-Marketing, 5th Edition, PHI Learning.
- Stephanie Diamond. (2018). Digital Marketing All-In-One for Dummies
- Roberts, M, L. (2018). Internet Marketing, 1st Indian Edition, Cengage Learning.

Evaluation Pattern: On the basis of MCQ exam followed by Viva Voce